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Adaptive development of competitive advantages of an industrial enterprise on the basis of analysis and ensuring the competitiveness of its products

Ukraine's orientation towards the international market creates conditions for the development of the national economy and a favorable environment for attracting foreign investments into the country. To resolve a wide range of interrelated tasks regarding the development of mechanisms for adapting enterprises of the innovation cluster to the conditions of a changing competitive environment requires the use of a systematic approach.

So, consider the factors that influence it in modern conditions. One of the factors operating in a changing competitive environment is the economic efficiency of the operating activities of the domestic enterprise, which in the market conditions requires the assessment and taking into account the level of competitiveness of products and other factors that operate in a changing competitive environment. In connection with this, it is necessary to determine and take into account the factors of a changing competitive environment, as well as analysis and expansion of the composition of the factor of competitiveness of products of the industrial enterprise that it issues.

At present, domestic enterprises have a wide range of methods for evaluating them, but there is no approach to quantifying the competitiveness of products, taking into account non-price factors along with logistics. In this regard, it is important to consider the manifestation of the competitiveness of economic agents at different levels of government, as well as the impact of competitiveness of products and other factors of the changing competitive environment on the economic efficiency of the enterprise. Adaptive development of domestic industrial enterprises provides for the provision of competitive products.

This determined the relevance of the allocation of this spectrum of problems in an independent direction of scientific research, had a direct impact on the choice of topics, setting goals and objectives.

To date, in the economic literature there is no unambiguous approach to understanding the category of «competitiveness of products». Some authors believe that the competitiveness of a product is a relative integral characteristic that reflects the differences of one product from a competitor's product. Competitiveness - the ability of a product or its manufacturer to win competitions in the market with goods manufactured by other producers, due to more complete compliance with the requirements or cash opportunities of buyers [1, p. 35].

Researcher's majority determine competitiveness as a complex characteristic of the enterprise, based on the analysis of various aspects of their production and economic activity. This allows you to identify the strengths of companies in the competition and find ways to achieve superiority over competitors. Thus, Ivanov Y. B. argues that competitiveness is a relative category, which reflects the difference in the development of the research enterprise from the competitor as the degree of satisfaction of its products of the needs of society, and on the efficiency of production and economic activity [2, p. 27]. It should be noted that under the «object», in this case, it is necessary to keep in mind both the products and the enterprise.

The concept of «enterprise competitiveness» includes a set of economic characteristics that determine the position of the company in the sectoral market (national or global). This complex may include the characteristics of products due to the scope of production, as well as factors that shape the overall economic conditions of production and marketing of products of this enterprise.

The ability of an enterprise-manufacturer to compete in a particular product market directly depends on the competitiveness of products, as well as on the totality of economic methods used to make managerial decisions and the degree of risk, which also affect the results of competition. These product features are provided by an enterprise that has manufactured and sold it on the domestic and foreign (international and global) markets.

T. B. Kharchenko proposes to assess the competitiveness of the enterprise through the integrated indicator of competitiveness, which

includes profitability of sales, the share of the enterprise market, the quality of products [3, p. 7]. According to the author of this work, the integral index of competitiveness of the company affects not only the indicator of product quality, but also the level of its competitiveness.

L. B. Marotin, Chubukov and Tashbayev [4, p. 96] determine the competitiveness of the company as a component of the logistics service, that is, the ability to offer a product that meets the specific requirements of the consumer in the required quantity, in the right time and on the most favorable terms (price, terms of delivery, organization of maintenance, etc.).

At the same time, the competitiveness of the product as such authors is not considered. V. Yu. Svyatnenko represent «the competitiveness of the enterprise is the ability of the enterprise to produce competitive products, the advantage of the enterprise in comparison with other enterprises of the given industry within the country and abroad». Competitiveness of an enterprise can be assessed only within the framework of a group of enterprises belonging to the same industry or enterprises producing similar goods [5, p. 204]. The enterprise, based on the above definition, will function effectively only in the event of the release of competitive products, which at the same time depends on the market situation.

According to M. Porter's research «the firm's competitiveness can be defined as its comparative advantage with respect to other firms in this industry both inside and outside the country» [6, p. 342]. That is, the definition of firm's competitiveness is given, but its evaluation is not given. O. Ya. Somova proposes to consider the level of competitiveness of the enterprise as one of the indicators of the economic efficiency of its activities [7, p. 7]. This view is also close to the author's view of this thesis, but in this paper competitiveness will be considered as a factor of economic efficiency, because in order to achieve a certain level of efficiency of an enterprise, it must produce products that can be marketed in the market and obtain some profit from its implementation.

V. Aleschenko interprets competitiveness as a measure of the effectiveness of the subject [8, p. 114]. Some authors identify the concept of competitiveness of the enterprise with its economic efficiency, with this cannot be accepted and it is proposed to consider the indicated indicators in the relationship [9, p. 55].

Unfortunately, Ukraine, with its uncompetitive economy, is not an equal partner for the European community. Large industrial enterprises, formed under the conditions of planned economy, were in a crisis situation in market conditions: the products are in most cases uncompetitive, capacity is not used at an adequate level, and there is no flexibility in reorganizing the structure of production and using the achievements of the NTP. The national economy cannot be competitive in all its branches: industries that increase the efficiency of the economy as a whole are combined with the sectors necessary for the life-support of the state, which, in turn, may be ineffective.

Consequently, there is an instrumental and methodological basis for assessing the effectiveness of the adaptation mechanism for integrating the potential of industrial enterprises in different forms of cluster entities, which in many ways manifests itself as an inadequate development of issues of determining the rational balance of production and financial components of the resource potential of industrial enterprises in the cluster context of their interchangeability. In addition, it is necessary to develop and adapt to the cluster structures the issue of information and analytical support of the organizational and managerial mechanism of the adaptive strategy of the resource potential of the industrial enterprise and the competitiveness of the products.

It is proposed to consider the competitiveness of products as a set of qualitative characteristics of products manufactured in conditions of optimization of resources and requests that meet the needs of consumers, as well as meet the requirements of a specific market (in comparison with similar products presented on the market), as well as price, non-price and logistics factors. In turn, logistic competitiveness of products is considered as a set of actions to increase the economic efficiency of procurement, transport, warehousing and distribution activities of the enterprise, which occurs by minimizing the costs in these areas.

The competitiveness of the national economy is evidenced by the number of competitive industries, and the competitiveness of the industry is realized only through the production and commercial activities of enterprises that operate in it. Competitiveness of products, in turn, is only a separate part in the complex of the objectives of the enterprise, along with its own capabilities and

market activity. The achieved level of competitiveness of the enterprise and its products, together with other factors, ensures an increase in the economic efficiency of the enterprise.

To assess the competitiveness of products, analytical and graphical evaluation methods are used. Analytical methods include: calculation of the integral indicator of competitiveness; differential, complex and mixed method; Competitiveness assessment based on sales; Rosenberg model; Fishbein model; model with an ideal point; an assessment of the competitiveness of the product through the system 1111-5555; method of Grebnova; method of the theory of effective competition; determination of the competitiveness of products using the desirability function and the method of multi criteria optimization, as well as the method of fuzzy sets for determining the competitiveness of products (table). Graphic methods for assessing competitiveness include: BCG matrix; Model «Attractiveness of the market - advantages in competition»; construction of strategic group cards; porter matrix; polygons of the competitiveness of goods. Different methods of assessing the competitiveness of products use different groups of factors, mainly found by expert assessments. Using only one method does not give a complete picture of the level of competitiveness of products.

Therefore, when assessing the competitiveness of goods and enterprises, it is necessary to use an integrated method. It should also be noted that in the considered methods of assessing the competitiveness of products, the influence of non-price and logistic factors is not quantified. It should be noted that the latest methods require the availability of primary information and complex calculations, so the traditional method of assessing the competitiveness of products is based on the comparison of the parameters of the analyzed products with the parameters of the comparison base.

Consequently, the methodical recommendations for the quantitative assessment of the indicator of the economic efficiency of an industrial enterprise activity on the basis of adaptive development have been developed. The factors of non-price competitiveness of products are considered with its logistic component (figure).

Table - Key methods and indicators for assessing the competitiveness of products [built according to the data [11-20]

Author	Method of evaluation	Indicators of competitiveness of products
Harkavenko S.S. [11, p. 215] Sally V.I. [12, p.43]	Integral	Technical, economic, service and marketing environment. In the technical parameters (designation, reliability, manufacturability, ergonomics, transportability, environmental friendliness and safety), «soft» and «hard» indicators are allocated.
Bobov G. B., Kuzmenko I.V, Mykhailyshina L.V. [13]	Differential	Normative, technical, economic
	Complex	Complex of indicators (group, generalized, integral) or comparison of specific beneficial effects of products: normative, technical, economic
Shevchenko L. S. [14, p.167]	Mixed	Single and integrated (integral) indicators
Svetlov A.G [15]	Parametric method	The beneficial effect of using the product is attributed to the cost of its purchase. Consumer properties of the product, «of which a useful effect» (technical parameters), must be subdivided into rigid and soft ones. Rigid are intended to describe the main functions of the product. Soft parameters are intended to describe the aesthetic properties of products, including design, color, and packaging. Or the beneficial effect of consumption of goods attributed to the price of consumption of goods
Fathutdinov R.A. [16, p.234]	Method of evaluation on the system 1111-5555	Product quality; the price of the goods, the quality of the product service in a particular market; operating costs for the use of the product; quality of processes
Burkinsky B.V. [17, p. 72] 7.	The polygon of commodity competitiveness	Criteria for meeting consumer inquiries regarding any product. Indicators of destination; reliability; environmental friendliness; ergonomics; aesthetics (design); technological capacity; standardization and unification
Harkavenko S.S. [11, p. 221]		Price, reliability, design, image of the product, degree of market novelty, warranty period of operation
Pavlova N.N. [18, p. 82-87]	Marketing method	The ratio of total expenses for the purchase and use of the goods to the beneficial effect that the enterprise has received from this product will be minimal compared to other similar goods.
Obidina Ya. I. [19, p.83-86]	Fuzzy sets method	Qualitative, economic, normative and organizational parameters
Rodionova L. N. [20]	Using the function of desirability	Parameters of objects (products) that are compared normative, technical characteristics, price.

The justification and calculation of the proposed non-price and logistic factors of product competitiveness is considered in [21, p.166].

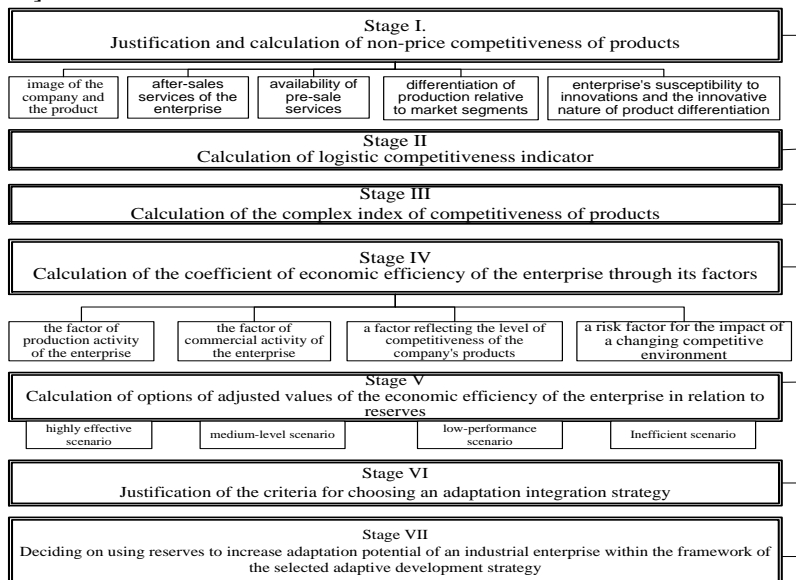


Figure - Proposed methodological approach for ensuring the adaption mechanism of an industrial enterprise on the basis of adaptive development

Summing up the foregoing, we conclude that the use of the non-price and logistic approach as factors in increasing the competitiveness of products imply that decisions taken regarding the purchase transportation and storage of products should also be considered from their influence on the formation of costs and profits of the enterprise.

The proposed approach will provide a more accurate assessment of the level of competitiveness of domestic products by accounting for costs associated with the movement of goods. Work in this direction is promising, especially for products sold on the foreign market. It has been established that for the objective estimation of the level of competitiveness of products it is necessary to take into account its main factors operating in market conditions, but now not

all of them are reflected in the existing method of such estimation. The logistic competitiveness of products is defined as a set of actions aimed at increasing the economic efficiency of procurement, transport, and warehousing and distribution activities of the enterprise, aimed at minimizing costs in these areas.

Thus, the assessment of the current level of competitiveness of products without consideration of the indicator of logistic and non-price competitiveness does not provide adaptive development of an industrial enterprise.

Insufficient theoretical study of the issues of adapting the resource potential of an enterprise in the context of imperatives of innovative development reinforces the theoretical and practical significance of conducting a study aimed at studying the processes of the essence of adapting the resource potential of an industrial enterprise within a cluster, developing tools for evaluating and managing this process, allowing to model alternative uses of key components their potential within the cluster.

Successful implementation of this task implies the development of an organizational and managerial mechanism for managing the potential of industrial enterprises - potential cluster members, including the formation of a capitalization strategy for their resource potential, an important unit that is information-analytical tools integrated into the cluster management system as a whole. This determined the relevance of the allocation of this spectrum of problems in an independent direction of scientific research, had a direct impact on the choice of topics, setting goals and objectives.

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